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KEVIN JOHNSON



# The Power of LEGACY AND PLANNED GIFTS



HOW NONPROFITS AND DONORS WORK  
TOGETHER TO CHANGE THE WORLD

CHARDON PRESS SERIES

KIM KLEIN, SERIES EDITOR

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## THE POWER OF LEGACY AND PLANNED GIFTS

How Nonprofits and Donors Work  
Together To Change the World


By Kevin Johnson

*"Kevin Johnson has done a great job making clear the process and the implications of a bequest to a charity. A nonprofit's workers and its donors will be well served in reading this book."*—**Bill Gates, Sr., author, Showing Up for Life**

*"Regardless of the size, vintage, or mission of your organization, you can use this book. If this is the part of fundraising you have been avoiding, Kevin's sensible advice can get your team started and get results sooner than you think."*—**Joan Flanagan, fundraiser, Center for New Community, and author, Successful Fundraising**

*The Power of Legacy and Planned Gifts* provides practical knowledge and tools nonprofits need to connect with loyal donors, resulting in a stream of future income that will sustain and advance their mission. Filled with illustrative real-world examples and cases, as well as worksheets to guide the reader, the book details a simple, multi-stage process for nonprofits to build a pipeline of future bequest income and offers donors perspective on making their gifts in a way that will best accomplish their goals.

Kevin Johnson, founder of Retriever Development Counsel, LLC, helps nonprofit leaders get the resources they need to succeed by providing campaign and project support, coaching, and training. With more than thirty years' experience, he has helped hundreds of nonprofits raise millions of dollars on behalf of a wide range of education, social, and conservation causes.

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